



# International Newsletter

4TH QUARTER

DECEMBER 2010

## Upcoming Events

### BUYERS MISSIONS

**January 15-17, 2011**

[Winter Fancy Food Show](#)  
[Buyers Mission](#)  
San Francisco CA

**February 7-11, 2011**

[Northeast Buyers Mission](#)  
Philadelphia PA,  
New York NY, and  
Boston MA

**March 10-11, 2011**

[Natural Products Expo West](#)  
[Buyers Mission](#)  
Anaheim CA

**March 19-22, 2011**

[Boston Seafood Buyers](#)  
[Mission at the International](#)  
[Boston Seafood Show](#)  
Boston, MA

**March 21-26**

[Pet Food Buyers Mission at](#)  
[the Global Pet Expo](#)  
Orlando, FL



## ND– Cuba Trade Mission Successful

Agriculture Commissioner Goehring led a seven-member North Dakota trade mission November 20-24 to Havana, Cuba. The delegation included Randy Schneider, president of the North Dakota Ethanol Producers Association; Alan Juliuson and Todd Sorenson, directors of the Northharvest Bean Growers Association; Ken Bertsch, state seed commissioner, and two North Dakota Department of Agriculture (NDDA) staff members, Stephanie Sinner, Marketing Specialist, and Dave Nelson, State Entomologist.

“Overall, it was a very successful trip in further strengthening our trade ties with Cuba,” Goehring said. “Members of our delegation said it exceeded their expectations.”

North Dakota officials are working on finalizing an agreement for the sale of an additional 1,000 metric tons of dry edible beans to Cuba. “Five thousand tons will leave North Dakota next month and the Cubans have bought another 5,000 tons from China,” said Agriculture Commissioner Doug Goehring, who recently returned from Cuba. “This is an opportunity for us to build on our

reputation as a ready dependable supplier of high quality commodities.”

Goehring said negotiations for exporting North Dakota seed potatoes are moving forward. “It appears that we are in the final discussions for getting signatures on the phytosanitary documents,” he said. “Our potato growers have donated and offered to ship 45,000 pounds of North Dakota potato varieties to Havana for planting trials. We hope to ship this in time for the 2011 planting season.”

Goehring said he learned that Cuba is looking to source dry distillers grains (DDGs), sunflower seeds for oil and barley malt. “We were very surprised to learn that the Cubans already use 140 to 160 metric tons of DDGs each year from various sources and they would like to source a portion of that from North Dakota,” Goehring said. “We are looking over the Cuban import specifications for supplying these DDGs from North Dakota. This could be a huge boost to our state’s ag exports.”

Goehring said the demand for oil sunflowers and barley malt is also exciting, since North Dakota dominates U.S. production of both crops.

In addition to meeting with high level Cuban officials, the North Dakota delegation also met with officials from the U.S. Interest Section, which represents the U.S. State Department in Cuba.



The ND Trade Delegation pictured with Jonathan Farrar, the U.S. Interest Section Chief of Mission in Havana at the U.S. Interest Section residence.



## Trade Show Assistance Program

The Pride of Dakota Trade Show Assistance Program is available to help ND companies exhibit at trade shows and events.

### Application Criteria:

- › Only Pride of Dakota companies in good standing are eligible applicants.
- › Each company may receive only one assistance award per fiscal year (July 1- June 30)
- › Trade Show Assistance Program cannot be used in conjunction with the Marketing Assistance Program.
- › Applications must be postmarked 30 days prior to the trade show's starting date.
- › Assistance is only applicable to one employee per company.

### Evaluation Criteria:

- › Applicants should offer reasons why the proposed trade show is consistent with their marketing plan and growth strategy.
- › Applicant's goals should reflect careful consideration and realistic expectations for the trade show.
- › The Trade Show Assistance Program reimbursement will be figured as 50% of the total cost outlined in the budget provided in the application. The award may not exceed \$1,000.

For more information visit <http://www.prideofdakota.nd.gov/MembersCorner/Tradeshowassistanceprogram.html> . If you have questions please call our offices.

## Food Ingredients China 2011

Food Ingredients China 2011 is the largest gathering of leading export-oriented companies on food additives and ingredients in Asia. This year's show is expecting over 1,000 exhibitors from more than 20 countries and more than 70,000 professional visitors.

Meeting dates: **Shanghai, China, March 23-25, 2011.**  
**Beijing, China, March 27-28, 2011.**

**Registration Deadline: 1/26/11**

Total Fee: \$2,400 for booth package (includes \$300 for Food Show Plus!™ tradeshow enhancement services)

*Note: \$2,100 is eligible for Branded Program reimbursement*



### Booth package Includes:

- › Standard booth with electricity (3m x 3m)
- › Furniture
- › Signage
- › Sample Shipping

### Food Show Plus!™ services include:

- › Pre-arranged one-on-one meetings with qualified buyers
- › In-market briefing and local industry tours
- › Pre-show product research regarding pricing, import regulation, and competitor analysis for both Shanghai and Beijing on one product
- › Translation of exhibitor material into Chinese
- › Technical (food industry) interpreters at show booth
- › On-site show assistance by In-Market Representative
- › Qualification of exhibitors' leads from the show and conducting checks on the top few

Sign-up with our office today to secure your booth space!

Call or email Stephanie: 701-239-7211 or [ssinner@nd.gov](mailto:ssinner@nd.gov)

## Using HS and Schedule B Codes

The Harmonized System (HS) coding system is a standardized system for identifying products internationally. The system was created and is maintained by the World Customs Organization. It is important to note the differences in Schedule B coding which is used for shipping solely within the US and HS coding which is required on all products shipped internationally. The 4 and 6 digit HS headings and subheadings are the basis for Schedule B coding. Therefore you can find your HS number in the first six digits of your Schedule B number. The buyer will need an HS code and the exporter will need the Schedule B ten digit extensions for US export control purposes. Improperly coding your export shipments can result in delays at customs and increased tariffs.

### How to find a Schedule B or HS number:

1. Go to <http://www.census.gov/foreign-trade/schedules/b/>
2. From the [Schedule B page](#), select "Search" underneath the heading "Schedule B Export Codes".
3. Enter a keyword to describe your product. Use no more than one or two words at a time. You may need to try this part several times. Be flexible; try different
4. forms of the same word or synonyms. (For example, if "medicine" does not produce the desired results, try "medication", instead.)
5. The search engine retrieves HS descriptions and codes at the six-digit level. Click on the corresponding code for the description that best matches your product.
6. This brings you to the four-digit heading within the Schedule B chapter. Read the heading description to make sure that you are looking in the correct area.
7. Then scroll down to the six-digit subheading and verify that the description is also appropriate.
8. To locate your ten-digit Schedule B number, read through the descriptions under that subheading, paying attention to indentations and groupings.
9. Your HS code is the first six digits of the Schedule B number.

**Don't forget to use the NDDA  
Trade Show Assistance  
Program for your 2011 trade  
shows!**

**Applications are online at:  
[www.prideofdatkota.com](http://www.prideofdatkota.com)**

## Cattle to Kazakhstan



Commerce Commissioner Shane Goettle, Agriculture Commissioner Doug Goehring, Trade Office Director Dean Gorder and Global Beef representatives met Tuesday, Oct. 12 at Fargo's Hector International Airport where a 747 jet carrying the first shipment of North Dakota cattle lifted off for Astana, Kazakhstan. The jet carried about 160 cattle housed in large wooden crates. Approximately 2,000 head of cattle were shipped in total.

For more information visit <http://ndto.com/2010/10/nd-cattle-airlifted-in-major-export-sale-to-kazakhstan/>

## Reminder: Start of 2011 Program Year Is Fast Approaching



All of the upcoming Food Export- Midwest programs are now open for registration. There are many great activities to help your company export. Click on the programs listed below for more information:

**Branded Program**- Enroll today for 2011! You will need to have a plan for the international markets where you will be promoting your product. Click [here](#) to view the Food Export Midwest 2011 Activity Calendar to browse upcoming activities you may want to include in your marketing plan. The sooner you submit your application, the sooner you can be approved.

**Buyers Missions**- Meet one-on-one with foreign buyers who have expressed interest in a wide variety of U.S. agricultural products.

**Focused Trade Missions**- Focused Trade Missions are an excellent way to build your international business outside of a traditional trade show environment. Services may include:

- > Custom market analysis of your product prior to your travel
- > In-market briefing
- > One-on-one meetings with qualified buyers
- > Guided tours of local retail or production facilities
- > Product showcase
- > Networking reception

**Food Show Plus™**- Food Show Plus™ services are provided at select trade shows and may include:

- > A competitive product analysis
- > Your company profile translated into the local language
- > Access to an interpreter during show hours
- > Introductions with interested buyers during the show
- > Guided tours of local retail or production facilities
- > Qualification of trade leads received
- > Post-show follow-up assistance

More information on these programs can be found at [http://www.foodexport.org/us\\_food/services/index.htm](http://www.foodexport.org/us_food/services/index.htm). If you have any questions, please do not hesitate to call or email our offices.

## Commissioner Goehring Greets Visitors from South Korea

Agriculture Commissioner Doug Goehring welcomed a group of South Korean officials, businessmen and journalists on a recent visit to North Dakota. The Koreans are working to establish a meat processing facility in North Dakota.





## Feature Market: MEXICO

Mexico and the United States have long been considered close trade partners. While the recent economic crisis and tension over immigration have strained trade relations between the two countries, the Mexican market remains increasingly profitable for American companies. Over half of products imported in Mexico are from the US while over 80% of products exported from Mexico are sent to the US.

Besides the increasing state of the global economy, there are many other factors that are making Mexico a more viable exporting destination.

Government reforms are making export to Mexico easier and more profitable:

- › Now only five documents are needed to import goods.
- › Import is expected to take only seventeen days.
- › A shipping container will cost \$2050 to be delivered in Mexico.

Improving economic conditions are contributing to the attractiveness of the Mexican market.

- › Annual household disposable income has increased by \$17,500 dollars since 1995.
- › Consumer spending has increased since 2000 and are expected to continue increasing through 2015.

The changing eating habits of Mexicans are making imported American foods more desirable.

- › Consumption of food has increased 31% since 2000. The fastest growing products were fish and seafood, meat, oils and fats, milk, cheese, and eggs.
- › Because of long commutes, Mexicans are eating more meals in their offices or grabbing quick lunches at a nearby restaurant instead of returning home for a traditional Mexican lunch.
- › Junk food is also more prevalent sometimes replacing entire meals.
- › Mexico is also becoming more accepting of foreign foods, often integrating the new ingredients to form a new genre of Mexican food.



## Mexican Etiquette

- › It is important to remember that Mexicans are status conscience and will make first impressions based on who introduces you and your professional and educational qualifications.
- › Face-to-face meetings are preferred to phone calls, letters, or emails.
- › Always be on time for meetings even though your counterparts may arrive 30 minutes late. Try to be understanding as this is a reflection of their culture's sense of time.
- › All written material (including business cards) should be written in both Spanish and English. This shows that you are respectful and considerate, both qualities that will be admired.
- › If you are invited to a Mexican's home it is usually considered rude to show up early or on-time. It is best to ask a colleague what time you are really expected to be present.
- › Bringing a gift when going to a Mexican's house will always be appreciated. If you are given a gift, open it immediately and be appreciative and enthusiastic to prevent being offensive.

<http://www.kwintessential.co.uk/resources/global-etiquette/mexico-country-profile.html>

## MAP 14 funds now available!

ND Department of Agriculture has received funding for MAP 14.  
Submit applications today for your 2011 trade shows!

Applications can be found online at:

<http://www.agdepartment.com/Programs/MktgAsstProg.html>



**Doug Goehring**  
Agriculture  
Commissioner

## Upcoming Events, Continued from page 1

### FOOD SHOW PLUS™

**January 22-26, 2011**

[Food Show PLUS! at SIRHA](#) Lyon, France

**January 30- February 2, 2011**

[Food Show PLUS! at ISM](#) Cologne, Germany

**February 8-10, 2011**

[Food Show PLUS! at Japan's Supermarket Trade Show](#) Tokyo, Japan

**February 28- March 4, 2011**

[Food Show PLUS! at Int'l Food and Beverage Exhibition \(FOODEX\)](#) Tokyo, Japan

**February 18- March 1, 2011**

[Food Show PLUS! at Gulfood](#) Dubai, UAE

**March 9-11, 2011**

[Food Show PLUS! at Mexico's National Retail Assn Show \(ANTAD\)](#) Guadalajara, Mexico

**March 10-14, 2011**

[Food Show PLUS! at India's AAHAR](#) New Delhi and Mumbai, India

**March 23-25, 2011**

[Food Show PLUS! at Food Ingredients China](#) Shanghai and Beijing, China

### FOCUSED TRADE MISSIONS

**December 8-10, 2010**

[Focused Trade Mission to Indonesia for Bakery Ingredients](#) Jakarta, Indonesia

**April 11-14, 2011**

[Focused Trade Mission to Colombia for Retail and Ingredients](#) Bogota & Medellin, Colombia

For more information on any of these activities visit [http://www.foodexport.org/us\\_food/](http://www.foodexport.org/us_food/) and click on the Events Calendar.

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